

WHAT IS CLAIMED:

1. A method comprising:
 - selecting an event;
 - 5 searching for an event profile corresponding to the event wherein the event profile includes a plurality of participants of the event;
 - determining a plurality of recipients of a message based on the plurality of participants of the event; and
 - 10 displaying the message to the plurality of recipients based on a status of each of the plurality of recipients.
2. The method according to Claim 1 further comprising transmitting the message to the plurality of recipients.
- 15 3. The method according to Claim 1 wherein the event profile includes an event location.
4. The method according to Claim 1 wherein the event profile includes an event time.
- 20 5. The method according to Claim 1 wherein the event profile includes an event duration.

6. The method according to Claim 1 wherein the message is displayed prior to the event.

7. The method according to Claim 1 wherein the message is displayed
5 during the event.

8. The method according to Claim 1 wherein the message is displayed after the event.

10 9. The method according to Claim 1 further comprising detecting a status of each of the plurality of recipients.

10. The method according to Claim 9 wherein displaying the message occurs based on the status of each of the plurality of recipients.

15

11. The method according to Claim 1 further comprising storing the message.

12. The method according to Claim 1 further comprising storing the message in association with the event.

20

13. The method according to Claim 1 wherein the displaying further comprises displaying the message for a predetermined amount of time.

14. A system comprising:

means for selecting an event;

means for searching for an event profile corresponding to the event

wherein the event profile includes a plurality of participants of the event;

5 means for determining a plurality of recipients of a message based
on the plurality of participants of the event; and

means for displaying the message to the plurality of recipients
based on a status of each of the plurality of recipients.

10 15. A method comprising:

selecting an event;

receiving a message associated with the event;

identifying a plurality of recipients of a message based on a plurality
of participants associated with the event; and

15 transmitting the message to the plurality of recipients.

16. The method according to Claim 15 further comprising searching for an
event profile corresponding to the event wherein the event profile includes the
plurality of participants of the event.

20

17. The method according to Claim 15 further comprising displaying the
message to the plurality of recipients based on a status of each of the plurality of
recipients.

18. The method according to Claim 15 further comprising immediately displaying the message to the plurality of recipients.

5 19. The method according to Claim 15 further comprising refining the plurality of recipients.

20. The method according to Claim 19 wherein the refining the plurality of recipients includes adding additional recipients.

10

21. The method according to Claim 19 wherein the refining the plurality of recipients includes subtracting deleted recipients.

22. A system, comprising:

15 an interface module to detect a message corresponding to an event;

 a storage module to store an event profile describing the event including a plurality of participants of the event; and

 a participant selection module for identifying a plurality of recipients
20 of the message based on the plurality of participants.

23. The system according to Claim 22 further comprising a message control module to coordinate sending the message to the plurality of recipients.

24. The system according to Claim 22 wherein the message includes one of a textual data, graphical data, video footage, audio data, and image data.

5 25. The system according to Claim 22 wherein the storage module also stores the message associated with the event.

26. The system according to Claim 22 wherein the participant selection module refines the plurality of recipients.

10

27. A computer-readable medium having computer executable instructions for performing a method comprising:

selecting an event;

receiving a message associated with the event;

15 identifying a plurality of recipients of a message based on a plurality of participants associated with the event; and

transmitting the message to the plurality of recipients.